GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3306
ANSWERED ON:13.03.2003
COMPILATION OF SURVEY OF NEWSPAPERS AND T.V. CHANNELS
PAWAN KUMAR BANSAL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the National Readership Survey Council (NRSC), Audit Bureau of Circulation (ABC) and Advertising Agency of Associations of India (AAAI) have compiled any figures about the circulation/readership of various newspapers and the viewership of different television channels; and

(b) if so, the latest figures in this regard?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) & (b) : The information is being collected and will be laid on the Table of the House.